

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

MAIL PROCESSING NETWORK RATIONALIZATION
SERVICE CHANGES, 2011

Docket No. N2012-1

**RESPONSES OF UNITED STATES POSTAL SERVICE
WITNESS ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORIES
PR/USPS-T11-1-8**

The United States Postal Service hereby provides the responses of witness Elmore-Yalch to the above-listed interrogatories of the Public Representative, dated January 5, 2012. Each interrogatory is stated verbatim and followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Kevin A. Calamoneri
Managing Counsel, Corporate & Postal
Business Law

Daniel J. Foucheaux, Jr.
Chief Counsel, Pricing & Product Support

Anthony F. Alverno, Jr.
Chief Counsel, Global Business & Service.
Development

Kenneth N. Hollies
Attorney

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
(202) 268-3083; Fax -3084
January 19, 2012

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-1: Please provide focus group transcripts for each customer sector accompanied by any written exercises completed by participants.

RESPONSE:

Focus group transcripts were filed together with my testimony, as it notes on page 5. Please see USPS-LR-N2012-1/26. The written exercises will be filed shortly in a new library reference.

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-2. Please refer to page 81 of your testimony, where Appendix D contains an instruction for participants to “write in the number of days they feel are the number of days in transit” of First-Class Mail for destinations in their local area, 200 miles outside of their local area, 200 to 1000 miles outside their local area, and more than 1000 miles outside their local area. How was the term ‘Local Area’ defined for participants?

RESPONSE:

We did not provide participants with a precise definition of “local area.” In some markets, including Atlanta and Pocatello, the moderators did ask participants for their definitions of the local area. It was clear from these responses that participants did have a clear idea of what would constitute their local area and where they might expect to have First-Class Mail delivery within one to two days.

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-3. Please refer to page 82 part II of Appendix D in your testimony, where it states that a written description of the 'Five Day Delivery Concept' was provided to participants. If this statement was not made in error, please explain how a five day delivery concept relates to changes in service standards.

RESPONSE:

The heading is incorrect and should instead read: Part 2: Description of Proposed Change to First-Class Mail Service Standards. An erratum will be filed correcting this.

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-4: Please describe the methodology used to gather and/or analyze key points/ideas/opinions focus groups participants.

RESPONSE:

The questions asked of focus group participants were generally open-ended in nature and responses were often lengthy, containing several points related to a topic. Moderators guided the responses to ensure they remained relevant to the specific question and went beyond simple yes / no or other one-word responses.

The analysis was focused on addressing the key objectives of the research and concentrated on the key questions that needed to be answered. For some topics (e.g., methods used to send mail), the analysis was relatively simple and involved a summary of major themes across the groups. In other instances (e.g., current awareness of or expectations for First-Class Mail service standards), the analysis called for more complex content analyses and comparisons between the groups as where a participant lived would potentially influence their responses.

Each moderator provided initial summaries of the focus groups or in-depth interviews each conducted. These summaries were incorporated into the Final Qualitative Research Report (which was recently finalized and will be filed as originally projected in USPS-LR-N2012-1/26 shortly). Transcripts were reviewed to ensure that analysis was objective and all points of view relevant to a specific topic were included.

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-5: Please refer to the file entitled “First-Class Mail_Consumers_Final Data File_USPS-LR-N2012-1.sav”:

- a. Please confirm if blank responses correspond to a refused or “don’t know” answer in column heading “UE_A”?
- b. Under the column heading “Likely_Change” please explain the missing data?
- c. Please identify the specific data fields in the afore-mentioned file used to create Figure 47 on page 52 of your testimony.

RESPONSE:

- a) These blanks reflect respondents who either gave a “don’t know” response to UE_A or said “0 percent” to all four questions (UE_A, UE_B, UE_C, and UE_D).
- b) These reflect respondents who refused to give a response or gave a response of “98 – NONE OF THESE” to Question UF (UF: Which of the following have you MAILED using the U.S. Postal Service for PERSONAL PURPOSES in the PAST 12 MONTHS?)
- c) The following table provides the variables that were used to generate the output in Figure 47. The volume numbers are the sum statistic generated by the descriptives routine in SPSS (data is weighted using WT_FINAL variable).

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)
First-Class Mail	TOTAL_FCM_2012_BEFORE	TOTAL_FCM_2012_AFTER
Priority Mail	TOTAL_PRI_2012_BEFORE	TOTAL_PRI_2012_AFTER
Express Mail	TOTAL_EXP_2012_BEFORE	TOTAL_EXP_2012_AFTER
Total Mail Volume	TOTAL_MAIL_VOLUME_2012_BEFORE	TOTAL_MAIL_VOLUME_2012_AFTER

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-6: Please refer to the file entitled "First-Class
Mail_Consumers_Final Data File_USPS-LR-N2012-1.sav":

- a. Please confirm if blank responses correspond to a refused or "don't know" answer in column heading "UE_A"?
- b. Under the column heading "Likely_Change" please explain the missing data?
- c. Please identify the specific data fields in the afore-mentioned file used to create Figure 47 on page 52 of your testimony.

RESPONSE:

This appears to be a duplicate of interrogatory PR/USPS-T-11-5.

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-7: Please refer to the file entitled “First-Class Mail_Large Commerical_Final_DataFile_USPS-LR-N2012-1.NP1.sav”:

- a. Please explain missing data in field names Q3, Q4, Q5A, Q6A, Q7A, Q8A, Q8C, Q9A, Q10A, and Q11A (variable view numbers 54-63)?
- b. Please explain missing data in data columns corresponding to variable numbers 97 – 233?
- c. Please identify variables and/or data fields corresponding to questions Q2A, Q2B, Q2C, Q2D, Q2DD, Q2E, Q2F, and Q2G listed on pages 93-95 of your testimony.

RESPONSE:

a) No data are missing for field names Q3 or Q4. Respondents provided data only for those applications for which they had direct responsibility.

Therefore, missing data in Q5A, Q6A, Q7A, Q8A, Q8C, Q9A, Q10A, and Q11A correspond to respondents who were not responsible for that application.

b) As in the response to part (a), “missing” data in data columns corresponding to variable numbers 97 to 233 correspond to respondents who were not responsible for the application represented in that variable.

c) The processing steps between exporting the raw survey results from the CATI / Web completed interviews and computing the final variables that are used to estimate changes in volume are complex. The original data corresponding to questions Q2A, Q2B, Q2C, Q2D, Q2DD, Q2E, Q2F, and Q2G listed on pages 93-95 are not included in the data file because in their raw form they are not usable. We have provided a detailed description of the steps required to convert the raw data from its initial format to the variables necessary to compute the estimates required to meet the research objectives in response to the Presiding Officer (POIR1 Question 17).

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS
ELMORE-YALCH TO PUBLIC REPRESENTATIVE INTERROGATORY

PR/USPS-T11-8: Please refer to the file entitled "First-Class Mail_SmallHome_Final DataFile_USPS-LR-N2012-1.NP1." Please identify the variables and/or data fields corresponding to questions Q2A, Q2B, Q2C, Q2D, Q2DD, and Q2G listed on pages 122-123 of your testimony.

RESPONSE:

As with the Large Commercial Accounts file (First-Class Mail_Large Commerical_Final_DataFile_USPS-LR-N2012-1.NP1.sav"), there are a number of processing steps that were required to convert the raw data from the original web-programmed data file to the variables necessary to do the computations required to meet the study objectives. These steps are documented in the response to the Presiding Officer (POIR1 Question 17).